

14. A system in accordance with claim 12 further comprising:

a user data server in communication with the game sponsoring gateway which provides user information on the user of the user terminal to the game sponsoring gateway which uses the user information to control content of the advertisements provided to the user.

21. A system in accordance with claim 15 further comprising:

means at the user terminal for displaying the advertising including breaks indicating when in playing the game the advertising is to be presented with the breaks being identified by tags.

22. A system in accordance with claim 15 further comprising:

means at the terminal for dynamically stopping the game to display the advertising.

23. A system in accordance with claim 15 further comprising:

means at the terminal for displaying the advertising with breaks for the advertisements in the game between missions in the game.

29. A method in accordance with claim 25, comprising:

using the game sponsoring gateway to select the advertising supplied to the user in games supplied over the network based upon a criteria from a historical database containing information about the user.